MISSOURI DIVISION OF TOURISM

JANUARY 2026 TRAVEL BAROMETER

(DATA AVAILABLE AS OF 2/10/26)

MISSOURI

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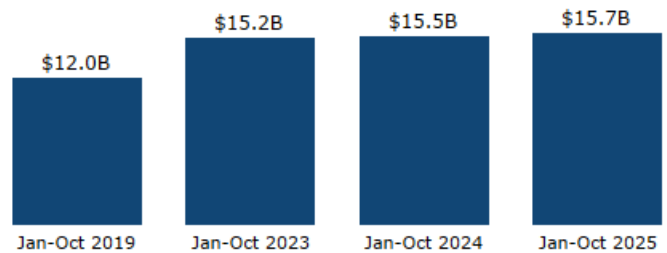
Missouri Travel Barometer: Tourism-Related Sales Revenue

Calendar Year-to-Date

Tourism-Related Sales Revenue by Year

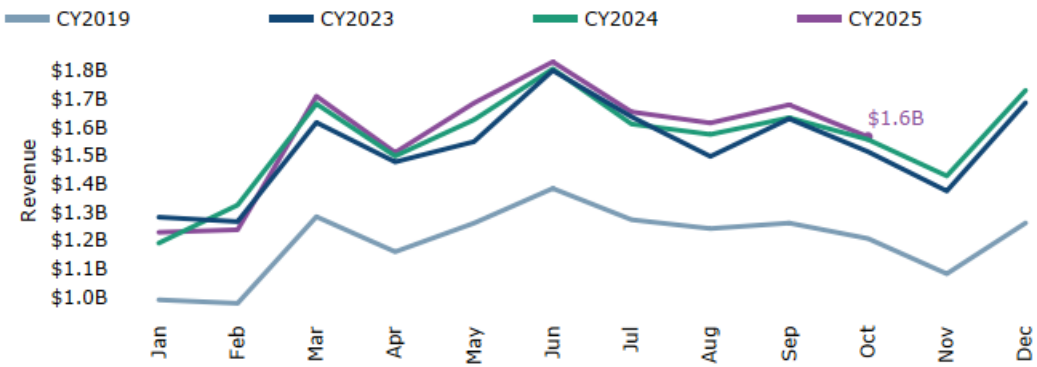
Calendar Year



Jan-Oct 2025
Tourism-Related Sales Revenue
$15.7B
▲ 1.4% vs. STLY

Tourism-Related Sales Revenue by Month

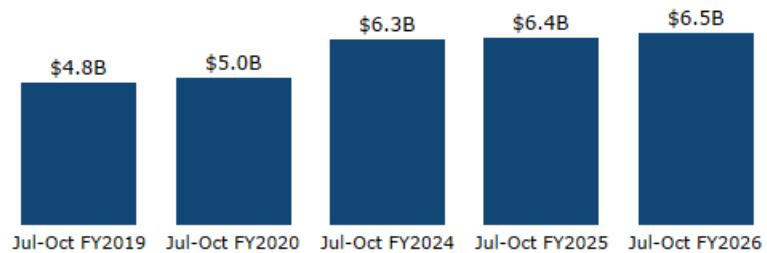
Calendar Year



Fiscal Year-to-Date

Tourism-Related Sales Revenue by Year

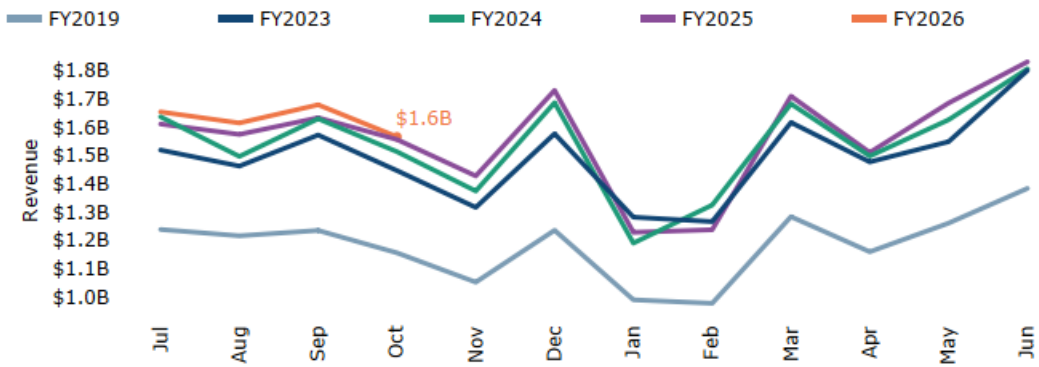
Fiscal Year



Jul-Oct FY2026
Tourism-Related Sales Revenue
$6.5B
▲ 2.2% vs. STLY

Tourism-Related Sales Revenue by Month

Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Source: Missouri Department of Revenue

Missouri Travel Barometer: Lodging

Hotel Performance

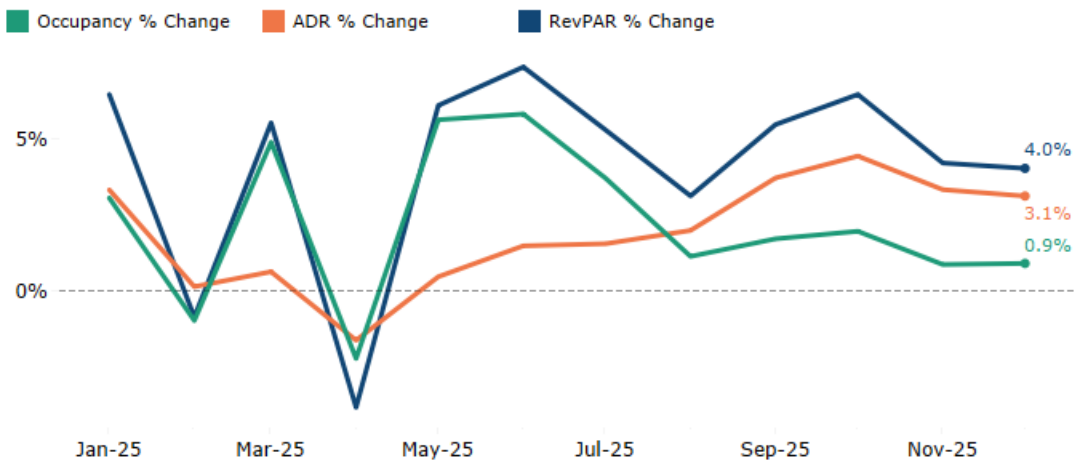
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Dec 2025	**46.6%**	**$118**	**$55**	**3.3M**	**1.6M**	**$182.6M**
Change vs. Previous Year	▲ 0.9%	▲ 3.1%	▲ 4.0%	▼ 0.8%	▲ 0.1%	▲ 3.3%
Year-to-Date	**57.6%**	**$124**	**$71**	**39.3M**	**22.6M**	**$2.8B**
Change vs. Previous Year	▲ 2.3%	▲ 1.9%	▲ 4.2%	▼ 0.2%	▲ 2.1%	▲ 4.0%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Dec 2025	**32.1%**	**$281**	**$90**
Change vs. Previous Year	▼ 12.3%	▲ 8.7%	▼ 4.7%
Year-to-Date	**38.7%**	**$274**	**$106**
Change vs. Previous Year	▼ 3.3%	▲ 7.2%	▲ 3.8%

STR Monthly Lodging Trends

% Change from Previous Year



Source: STR
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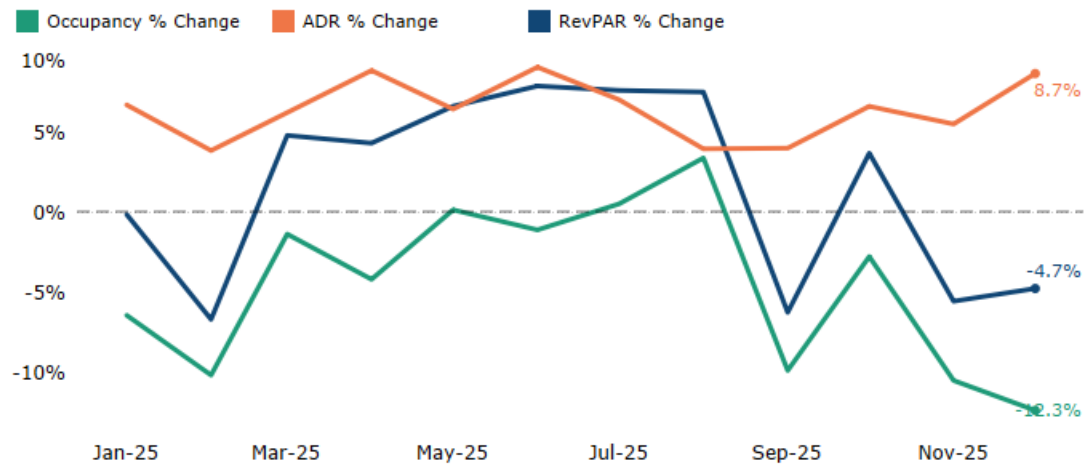
KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



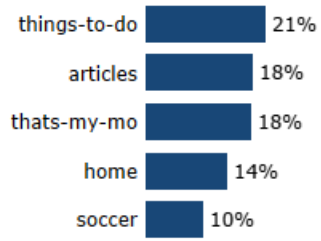
Source: KeyData
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021

Missouri Travel Barometer: VisitMO.com Traffic

Calendar Year-to-Date

Jan 2026 Visits
117.4K
▲ 2.6% YOY

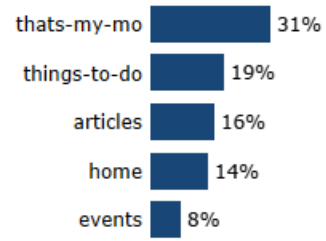
Top Content



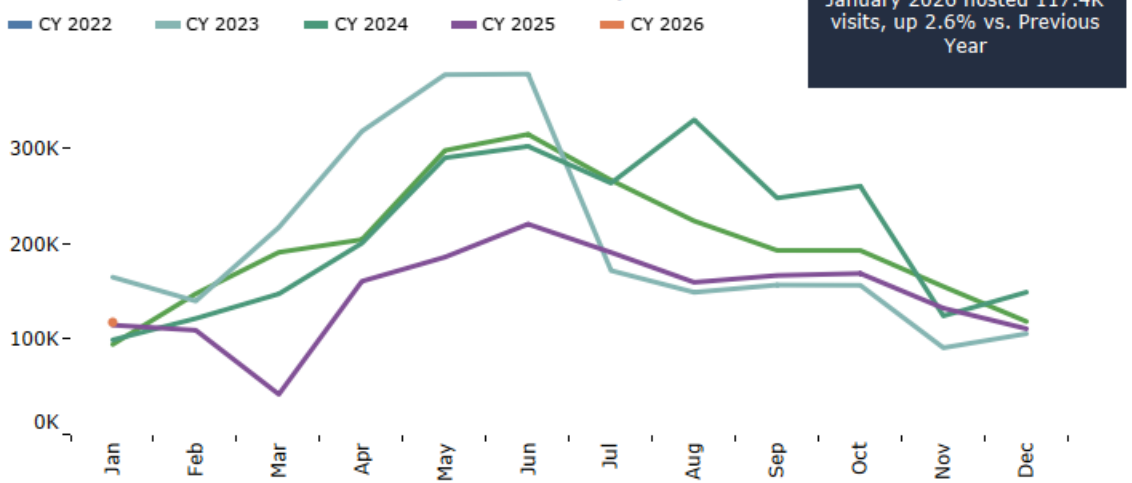
Fiscal Year-to-Date

Jul-Jan FY2026 Visits
1.0M
▼ -29.7% YOY

Top Content

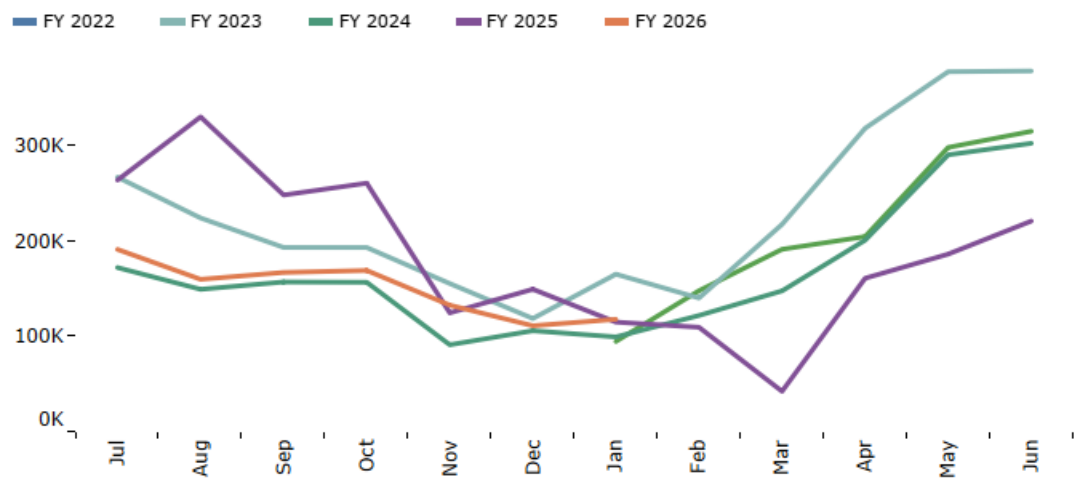


Calendar Year Visits to VisitMO.com by Month



January 2026 hosted 117.4K visits, up 2.6% vs. Previous Year

Fiscal Year Visits to VisitMO.com by Month



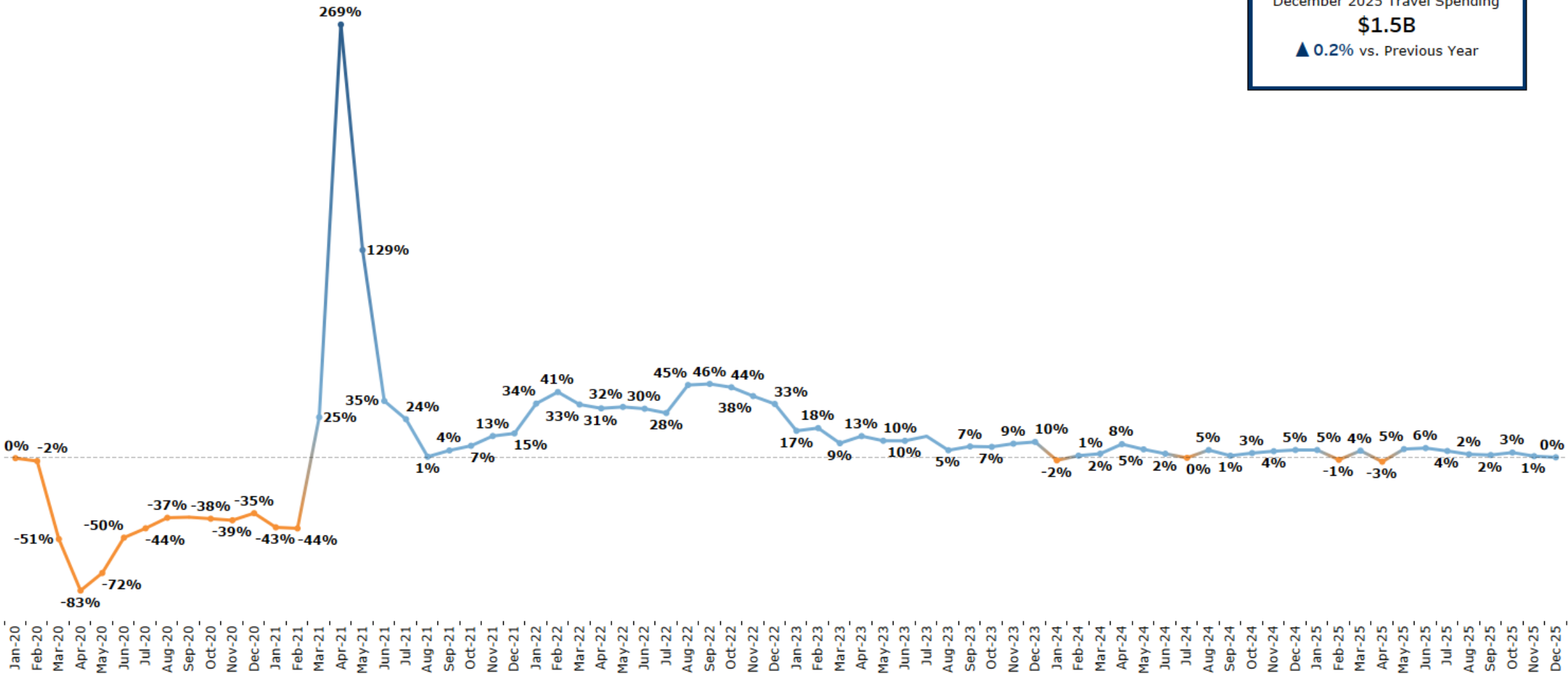
Source: Google Analytics
May 2018 was the first full month of the new VisitMO website. Covid-19 began early 2020

Missouri Travel Barometer: Economic Impact

Travel Spending in Missouri

% Change from the same month in Previous Year

December 2025 Travel Spending
$1.5B
▲ 0.2% vs. Previous Year



Source: Tourism Economics

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Missouri Travel Barometer: Travel Guides & Welcome Center

Travel Guide Fulfillment

Jan 2026
2.9K
▼ -9.2% vs. STLY

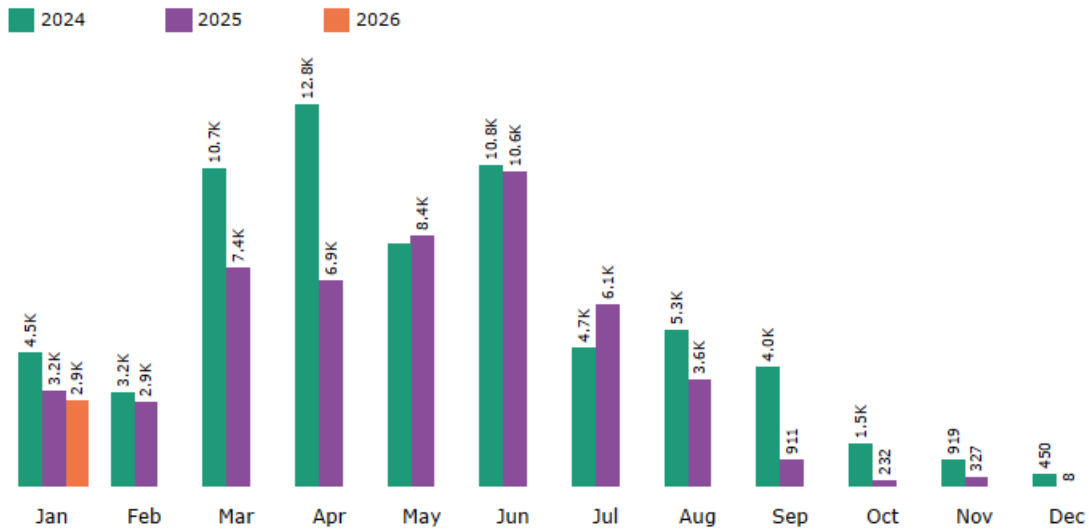
Jan 2026
2.9K
▼ -9.2% vs. STLY

Welcome Center Visits

Jan 2026
12.5K
▲ 7.6% vs. STLY

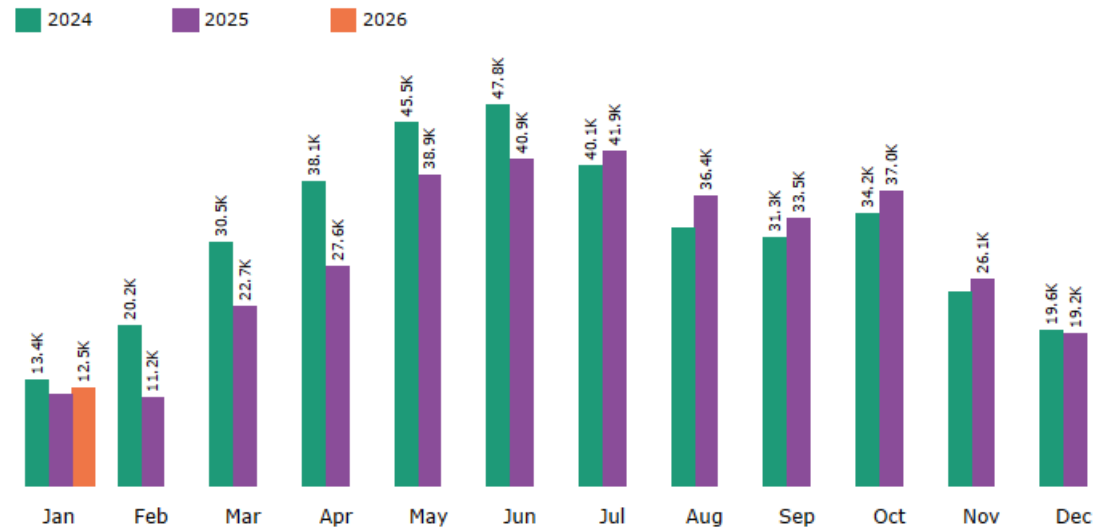
Jan 2026
12.5K
▲ 7.6% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders. RSL leads and telephone calls.

Welcome Center Visits by Month

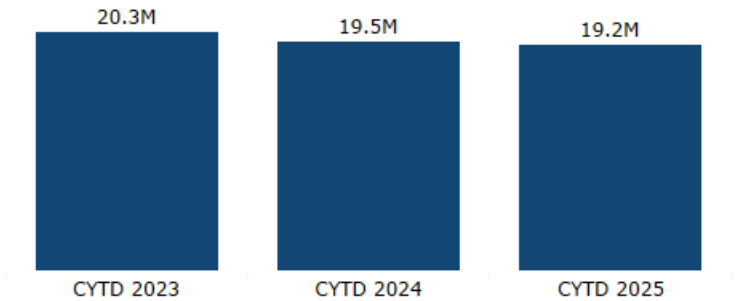


STLY = Same Time Last Year
Source: Missouri Division of Tourism

Missouri Travel Barometer: State Parks

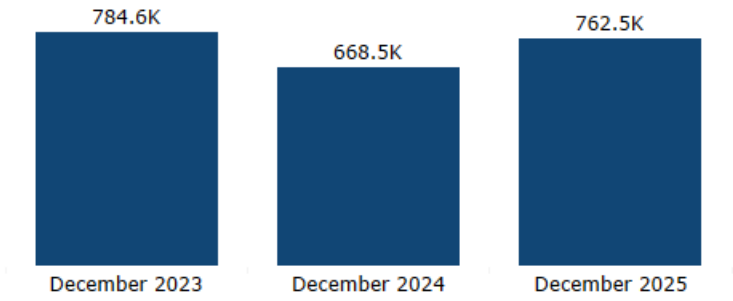
Calendar Year-to-Date Visitation

Jan-Dec 2025
19.2M
▼ -1.2% YOY



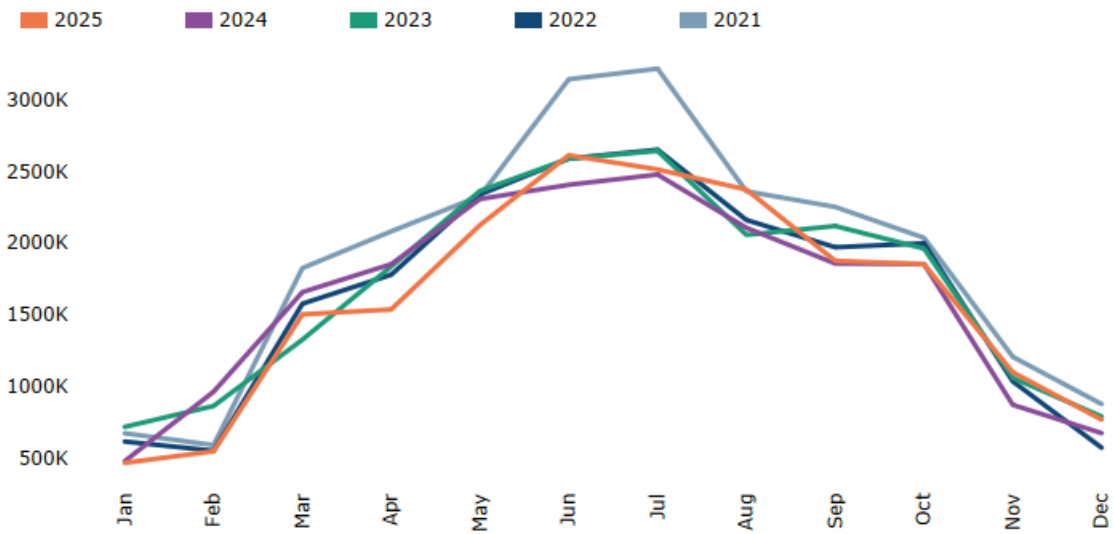
Monthly Visitation

December 2025
762.5K
▲ 14.1% YOY



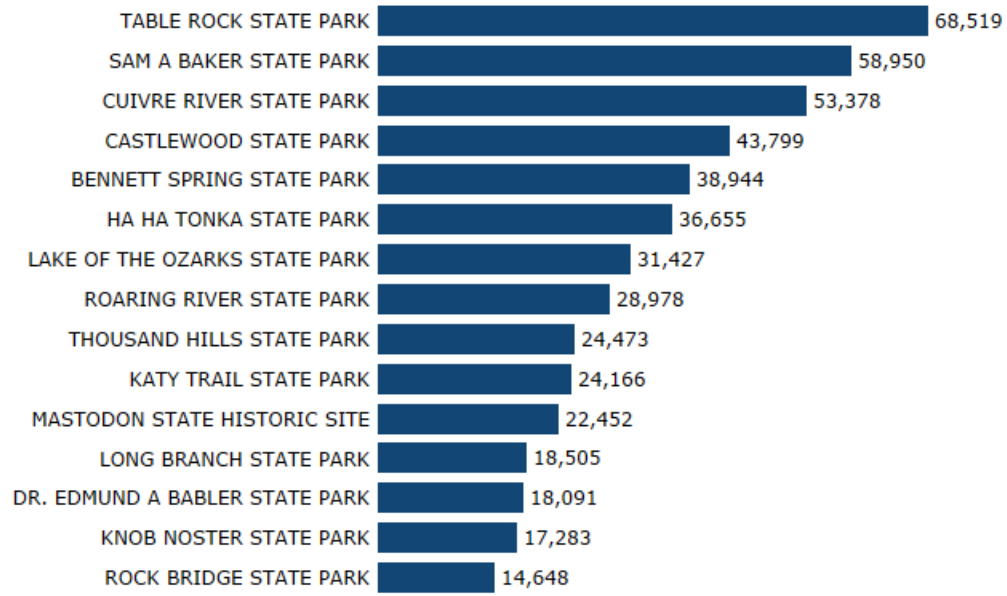
State Parks Visitors by Month

All Missouri State Parks



Note: Monthly state park data collection started in September 2019

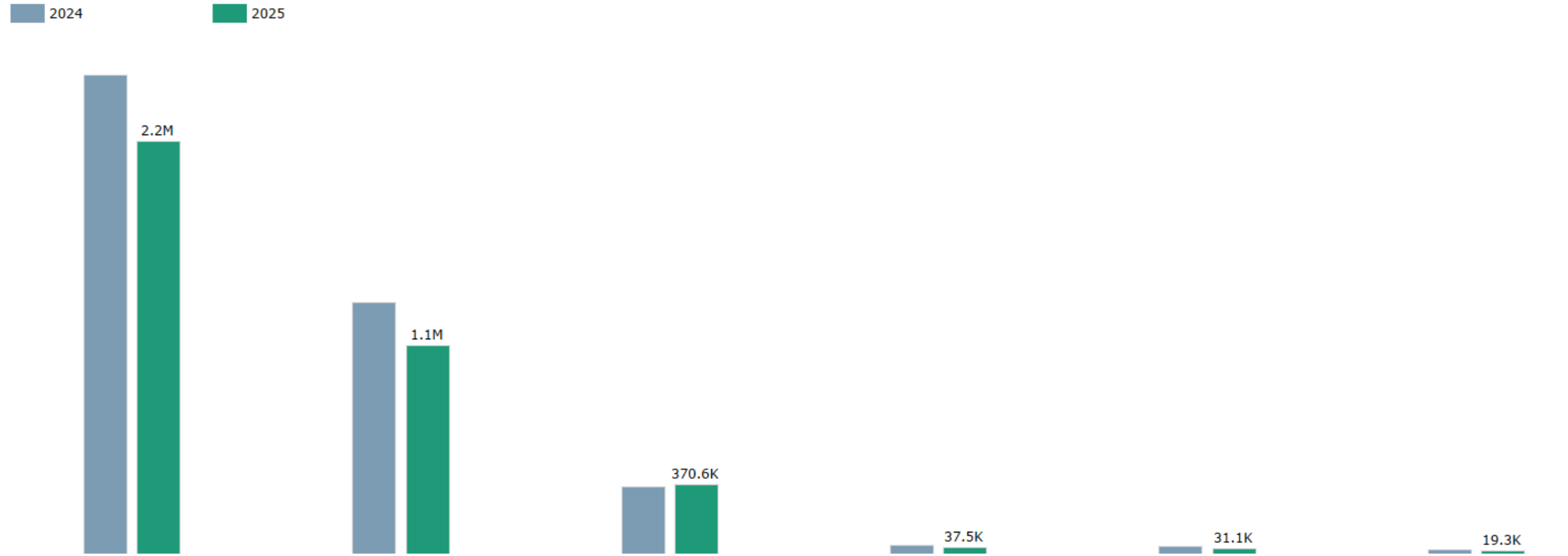
Most Visited Missouri State Parks in December 2025



Source: Missouri State Parks

Missouri Travel Barometer: National Parks

Attendance by Park



Gateway Arch NP
Jan-Dec
-13.8% vs. Previous Year

Ozark NSR
Jan-Dec
-16.9% vs. Previous Year

Wilson's Creek NB
Jan-Dec
+3.6% vs. Previous Year

Ulysses S. Grant NHS
Jan-Dec
-16.2% vs. Previous Year

George Washington Carver NM
Jan-Dec
-20.5% vs. Previous Year

Harry S Truman NHS
Jan-Dec
-19.9% vs. Previous Year

Source: National Parks Service

Airport Throughput by State

December 2025

Month	Primary State	Comparison State 1	Comparison State 2	Compare to	Report Type
December 2025	Missouri	Illinois	Tennessee	Previous Year	Month

Missouri Throughput
December 2025 Month
1.1M

MOM	December 2025 YOY	December 2025 vs. 2019	Month vs. Previous Year
▲ 1.1%	▼ -2.1%	▲ 2.0%	▼ -2.1%

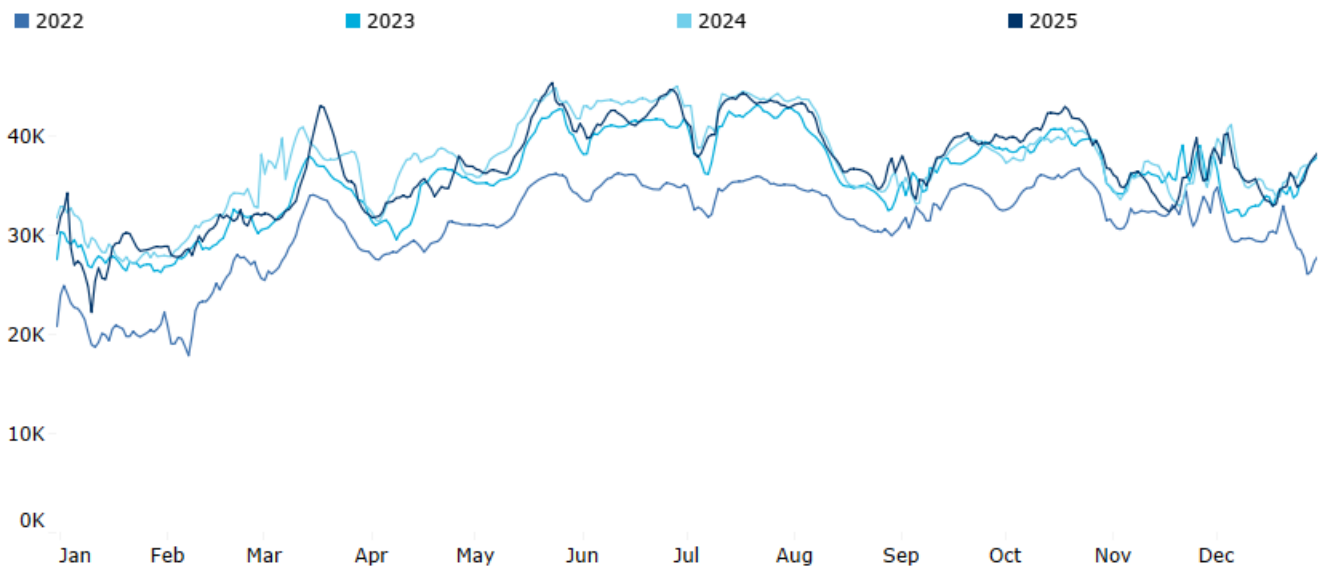
Competitive Set Throughput

Last 6 months, vs the same months in 2024

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Missouri	-1%	+1%	+2%	+5%	+0%	-2%
Illinois	+4%	+2%	+2%	+5%	+0%	+3%
Tennessee	+3%	+2%	+3%	+9%	+3%	+2%
USA	+2%	+1%	+1%	+4%	+0%	+0%

Throughput: Missouri

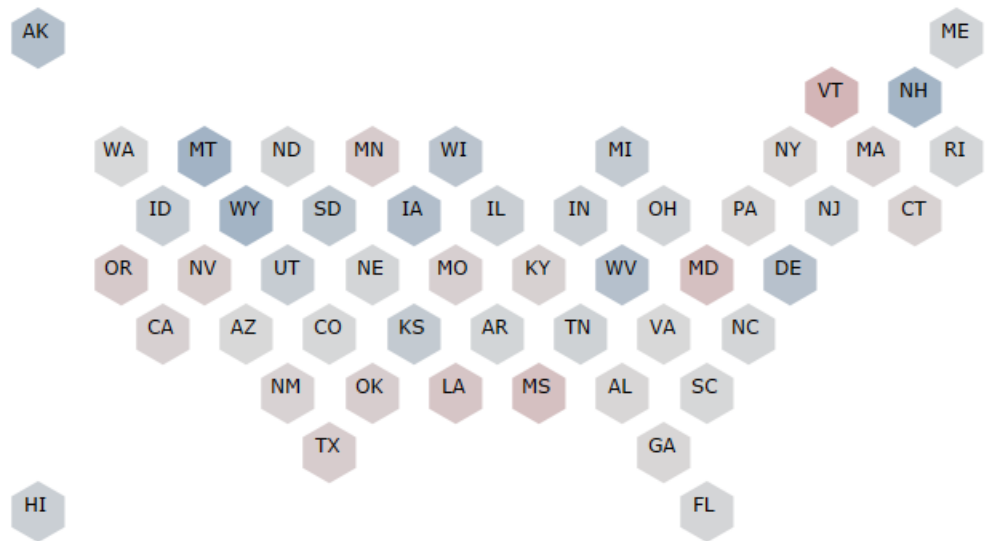
7 day moving average trend



Throughput by State of Departure

December 2025 Month vs the same time period in 2024 (Click to filter)

Throughput YOY
-50.0% +50.0%



Source: TSA

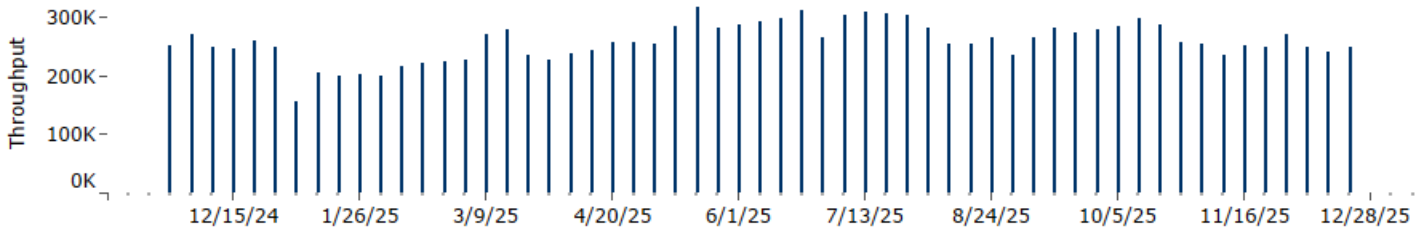
Missouri Throughput by Airport

December 2025

Month	State	Compare to	Report Type	Airport
December 2025	Missouri	Previous Year	Month	All

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

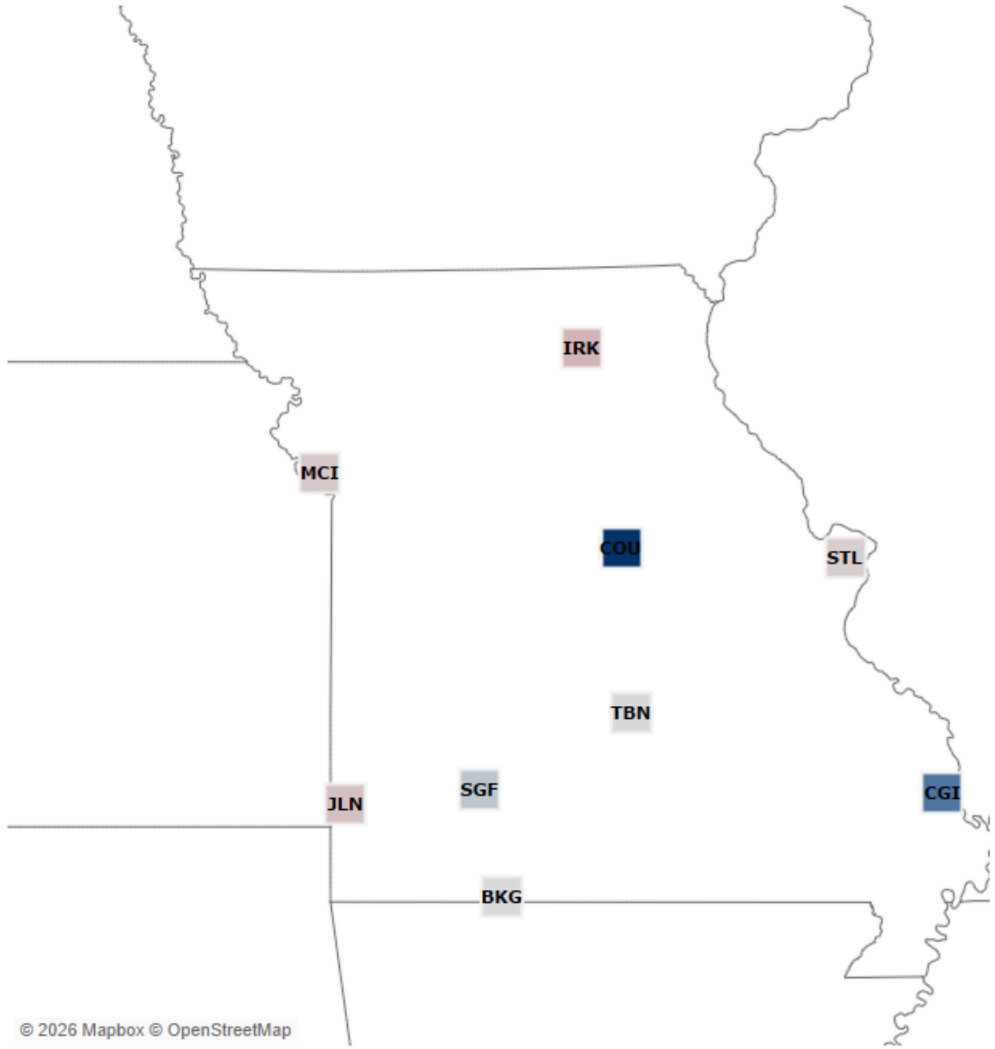
Throughput for the last 6 months, % change compared to 2024

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
All Airports	-1%	1%	2%	5%	0%	-2%
St. Louis Lambert International	0%	1%	3%	5%	2%	-2%
Kansas City International	-3%	-2%	-1%	4%	-5%	-4%
Springfield-Branson National	13%	13%	9%	15%	4%	4%
Columbia Regional	11%	6%	22%	44%	52%	63%
Joplin Regional	30%	15%	6%	13%	-4%	-6%
Cape Girardeau Regional	18%	5%	23%	-13%	-11%	26%
Waynesville-St Robert Regional Forney Field	7%	18%	12%	14%	3%	0%
Kirksville Regional	-13%	-13%	-22%	-15%	-10%	-8%
Branson Airport	-100%					

Map View of Airports

December 2025 Month, % change relative to 2024

Click on airports to sort Throughput by Week chart



Source: TSA